Permit #F00028378-C

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00028378-C **Type of Permit:** FILMING **Release Date:** 06/04/2010

Production Company COMPANY FILMS INC

Insured Company Name COMPANY FILMS INC
Contact Phone No. 1 310-277-7001
Contact Phone No. 2
Fax
Address 1551 S ROBERTSON BLVD.
LOS ANGELES, California 90035

Production Title AVIVA INSURANCE

Type of Production Commercial - Standard

Producer DOMINICK WILCOX

Director FILIPP ANDRE

1st AD MILES JOHNSTONE

Production Manager LAURIE CHAPMAN

FilmL.A. Coordinator Asia Robinson

Location Manager DAVID DOUMENG
Primary Phone Mobile - 310-617-5480
Secondary Phone Office - 310-277-7001

Location Assistant RICK SCHROEDER
Primary Phone Mobile - 818-726-5757
Secondary Phone

Fees

Total Permit Fee $0.00

Number of Locations 1

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Summary Information — Location

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Production Company COMPANY FILMS INC
Insured Company COMPANY FILMS INC
Production Title AVIVA INSURANCE

Location Manager DAVID DOUMENG
Primary Phone Mobile - 310-617-5480
Secondary Phone Office - 310-277-7001

Location Address 100 Ocean Front Walk, Los Angeles, CA, 90291

Location Names VENICE BEACH

Location Type Beach

Location Description VENICE BEACH / LA COUNTY BEACH

Film Dates 6/4/2010 - 6/4/2010 14:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached document BEACHES and HARBORS VENICE BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Honey Wagons	2
Motor Homes	2
Vans	4

Personnel on Location

Type	Quantity
Cast	4
Crew	50

Filming Activities Camera & Equipment on Sand; Exterior Dialogue; Exterior establishing shots; Handheld equipment; 10 - 20 cardboard people cutouts on sand.; 3 gators to transport equipment. Gators on sand. ; Filming adjacent to Topsail Tower; ON 6/4, HIRE LIFEGUARD 1500-2100 HRS. Kids playing in water up to their knees. Talent in the water FROM 1500 - 2100 HRS.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes
Company must contact PCI (310-821-1081) directly for parking requirements and activities on PCI property
No parking in handicap or electric charging spaces
Reservations for filming/still photo is done by FilmL.A.
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Coordinator Note GATORS ON SAND FOR TRANSPORTING EQUIPMENT ONLY. NO DRIVING SHOTS ON SAND AT ANY

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Summary Information — Location

Permit Number	F00028378-C	**Location Manager**	DAVID DOUMENG
Production Company	COMPANY FILMS INC	Primary Phone	Mobile - 310-617-5480
Insured Company	COMPANY FILMS INC	Secondary Phone	Office - 310-277-7001
Production Title	AVIVA INSURANCE		

	TIME.
Coordinator Note	No driving on paved access way at North Channel jetty.
Coordinator Note	Gators are for uploading and unloading equipment only and must be returned to parking lot when not in use. Gators must maintain a speed limit of 5 mph or lower when on sand.
Coordinator Note	MAX OF 3 GATORS ON SAND AT ALL TIMES.
Coordinator Note	RIDER B ADDS FILM DATE AT LOCATION, COLLECTS ADDITIONAL BEACH FEES
Coordinator Note	RIDER C ADDS APPROVAL TO DO WATER ACTIVITY, WITH LIFEGUARD SUPERVISION PER CAPT. DENNIS MORALES ON 6/4/2010. LIFEGUARD REQUIRED ON 6/4 FR 1500 TO 2100 HRS.
Coordinator Note	RIDER C ADDS APPROVAL TO HIRE A LIFEGUARD. NO RIDER FEES DUE, ALREADY COLLECTED ON RIDER B.

Parking

Base Camp
Location Type : LA County Parking lot
Street : PCI WASHINGTON LOT, 150 SPACES, 0700-2200 HRS

Crew Parking
Location Type : LA County Parking lot
Street : PCI WASHINGTON LOT, 150 SPACES, 0700-2200 HRS

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Special Filming Conditions for Los Angeles County Beaches

VENICE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines. May not block public or emergency access at any time.
- May not interfere with lifeguard, maintenance or scheduled beach activities or special events at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. **For the Venice BL & Rose Av lots: No arrival prior to 7:00 AM or staying past 10:00 pm unless a survey of the residential buildings has been obtained. For the Washington BL lot: Companies will not be allowed into the lot prior to 7:00 AM or after 10:00 PM (No Exceptions).** Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ALLOWED ON SAND. Use of 4-wheel drive vehicles on the beach is approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time**
- **Equipment vehicles larger than 33 feet in length parking in the Venice Boulevard Beach parking lot must have flagman for safety purposes when crossing over the bike path. Companies may also be required to pay for a parking attendant.**
- **Equipment vehicles may not park on bike path that goes through the Venice Boulevard beach parking lot at any time.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- **Generator(s) must be placed facing the water side of the parking lot.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Companies must keep base of Venice Pier clear of all equipment and persons while filming on the pier.**
- **Emergency access areas (marked in red) can not be used at any time (No exceptions).**

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